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**Visa USA Marks “Financial Literacy For Youth Month”
at Apopka High School**

*Apopka Receives Computer Lab, Comprehensive Financial Literacy
Program and Teacher Training*

Apopka, FL – April 4, 2005 – Visa USA and U.S. Congressman Tom Feeney, (R-24-FL), announced today that Apopka High School will receive a new computer lab and *Practical Money Skills for Life* – Visa’s free, online personal finance curriculum. Visa USA is also donating free teacher training on the program. The event coincides with the beginning of “Financial Literacy For Youth Month” held annually in April.

Congressman Feeney chose Apopka High School as the recipient of this lab. He attended today’s computer donation event that included a demonstration of *Practical Money Skills for Life* by Apopka students.

“It is so critical for young people to learn smart money management skills because it is one of the basic building blocks for success in today’s competitive and changing world,” said Representative Feeney. “I am pleased that students here at Apopka High School will have access to this new computer lab from Visa and will be able to use the valuable resources included in the *Practical Money Skills for Life* Program,” added Feeney.

“It is a privilege to be here at Apopka High School today to provide these resources to the School,” said Rhonda Bentz, vice president, Visa USA. “Visa takes seriously its commitment to the advancement of personal finance education and literacy among people of all ages, especially students, and we encourage Apopka High School to make the most of the new resources that *Practical Money Skills for Life* has to offer.”

“We appreciate and are grateful to the efforts of Congressman Tom Feeney and Visa USA to bring both the computers and this money management program to our school,” said Principal William J. Floyd. “We are certainly looking forward to using these tools to helping our students further increase their personal finance knowledge.”

Practical Money Skills for Life (www.PracticalMoneySkills.com) is a comprehensive financial literacy program - available in English, Spanish and Chinese – that teaches young adults personal finance skills. The program reaches more than 100,000 schools and 37 million students in the United States.

The free educational resource provides teachers with lesson plans (kindergarten-college) mapped to their state education requirements, as well as teacher guides, overheads, instructional videos and CD-ROMs. For students, there are interactive games and

calculators designed to teach responsibility and important concepts such as earning, saving, and budgeting money.

Visa USA donates computer equipment to schools and provides training for teachers on how to use the *Practical Money Skills for Life* curriculum. To date, Visa has donated more than 50 computer labs nationwide.

About *Practical Money Skills for Life*

The *Practical Money Skills for Life* curriculum is teacher tested and teacher approved. At the 2001 National Education Association Expo, teachers graded and evaluated the program. Nearly 100 percent of teachers who reviewed the website approved of it; 98 percent said they would recommend the site to other educators; and 94 percent gave the program a "B" or better. The curriculum currently reaches 2.5 million teachers, 37 million students, and 100,000 schools. Additionally, this program won the National Association of Consumer Agency Administrators 2002 Achievement in Consumer Education Award (ACE) for the best innovative program for the private sector and was named an "Honorable Mention" by the Jump\$tart Coalition for Personal Financial Literacy's 2002 Soaring\$tar Award.

About Visa

Visa is the world's leading payment brand and largest payment system, enabling banks to provide their consumer and business customers with a wide variety of payment alternatives. Nearly 21,000 financial institutions worldwide rely on Visa's processing system, VisaNet, to facilitate \$2.5 trillion in annual transaction volume with virtually 100-percent reliability. Cardholders in more than 150 countries carry more than 1 billion Visa-branded cards, accepted at millions of locations worldwide. Within the United States, nearly 14,000 financial institutions issue 396 million Visa cards, accounting for more than \$1 trillion in annual transaction volume. Visa offers a trusted, reliable and convenient way to access and mobilize financial resources - anytime, anywhere, anyway.

For more information or to schedule an interview with a Visa USA spokesperson, please contact Steve Burke (703) 683-5004 ext. 108, or sburke@crc4pr.com.

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